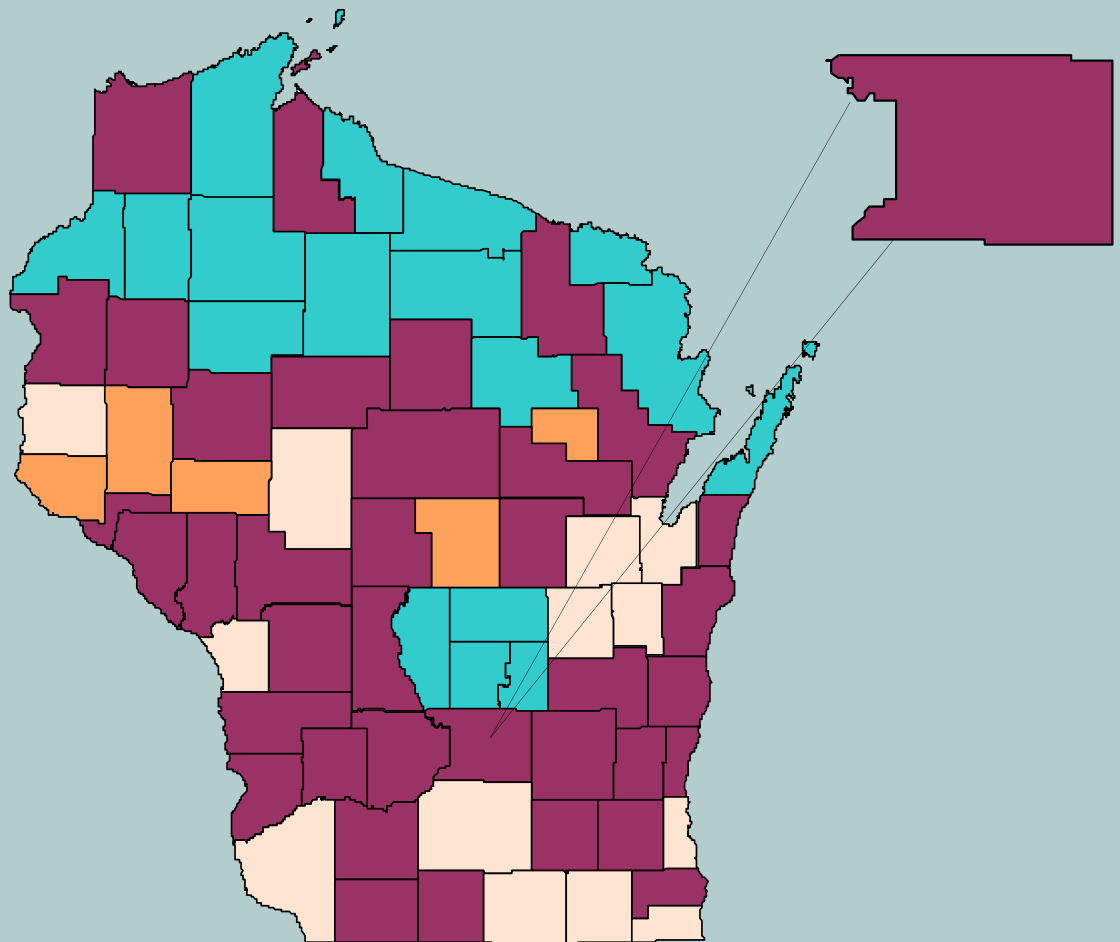
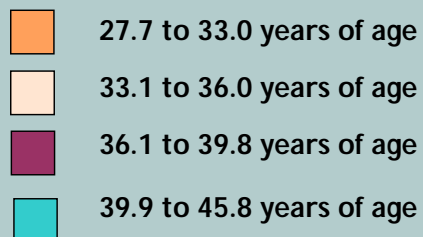


Columbia County Workforce Profile

Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

Comparing the April 2000 Census to the January 2001 population estimates, Columbia County grew by roughly 444 people or 0.8 percent. This was slightly faster than Wisconsin's 0.7 percent population growth or the national rate (also 0.7%). The county's ten largest municipalities are listed below. Between 2000 and 2001, they accounted for roughly 63 percent of the county's population and 61 percent of its population growth.

The Wisconsin Department of Administration estimates that Columbia County's net migration (people moving in minus people moving out) accounted for over four fifths of this population growth between 2000 and 2001. Meanwhile, natural increase (births minus deaths) accounted for less than one fifth. The 2000 Census offers more detail on the subject of in-migrants by reporting that 49,239 of the county's residents were at least 5 years old in 2000 and tracking where they lived in 1995. Roughly 59.1 percent of them had lived in the same house in Columbia County in 1995, 18 percent had lived in another house in Columbia County, 17 percent had lived in another Wisconsin County, 5 percent had lived in another state and the small remainder had lived outside the United States.

Compared to the state and the nation, Columbia County was had more people remaining in the same house, fewer move within the county, and fewer people move in from other states. Perhaps most striking was the average county in the United States reported that just 9.7 percent of its residents had lived in another state in 1995, far below Columbia County's figure of 17 percent. Between the 1990 Census and the 2000 Census, the number of housing units in Columbia County grew nearly 18 percent, or slightly faster than the population.

Because several of its larger municipalities are close to county borders, Columbia County naturally has closer ties to other counties than it would if it were more centralized. Portage, Lodi, Dekorra, and Poynette are fairly near borders and several have major thoroughfares linking them to other counties. Columbus and the City of Wisconsin Dells actually straddle borders. According to the 2000 Census, 47 percent of Columbia County's workers reported another county as their place of work and 5.5 percent of its housing units are "for seasonal, recreational or occasional use". Factors linking Columbia County to other areas seem more quantifiable than the roots keeping people there.

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Columbia County	52,468	52,912	0.8%

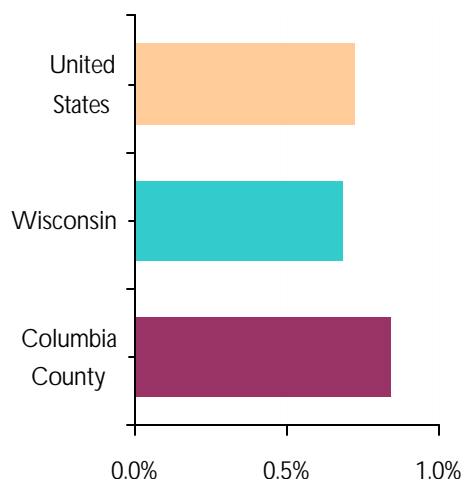
Ten Largest Municipalities

Portage, City	9,728	9,804	0.8%
Columbus, City *	4,443	4,485	0.9%
Lodi, City	2,882	2,899	0.6%
Lodi, Town	2,791	2,832	1.5%
Pacific, Town	2,518	2,547	1.2%
Dekorra, Town	2,350	2,359	0.4%
Poynette, Village	2,266	2,304	1.7%
Wisconsin Dells, City *	2,293	2,300	0.3%
Pardeeville, Village	1,982	1,995	0.7%
West Point, Town	1,634	1,656	1.3%

* Columbia portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



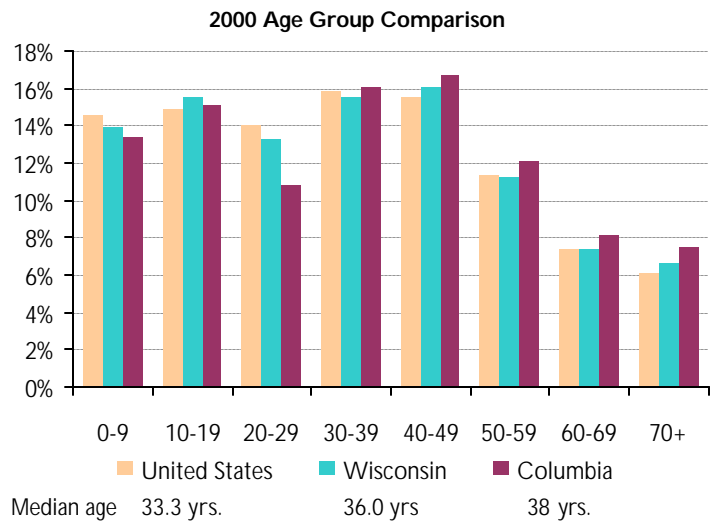


State of Wisconsin - Columbia County

After examining the sources and geographical distribution of Columbia County's population, it is also interesting to inquire into the age distribution of the local population. The graph to the right represents this distribution by using one bar to show what proportion of total population each age group accounts for.

Columbia County tends to track Wisconsin rather closely except for the 20 to 29-year-old group, where some Columbia residents appear to go elsewhere for postsecondary education, or perhaps to find their first jobs. Columbia is so close to Wisconsin in the subsequent age groups (30- to 39-year-olds and 40- to 49-year-olds) that the people who leave appear to return. Even if the same individuals are not coming back, other people are replacing those who leave. Among Columbia County residents, the 1970 Census reported 8,091 10- to 19-year-olds, the 1980 Census reported 6,374 20- to 29-year-olds, the 1990 Census reported 7,236 30- to 39-year-olds, and the 2000 Census reported 8,453 40- to 49-year-olds.

Columbia County's median age (38.0 years) shows it to be a bit older than Wisconsin (with a

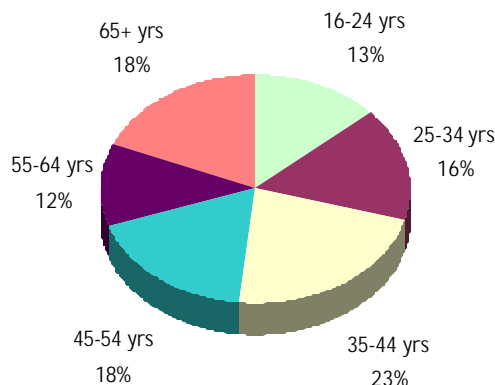


Source: US Department of Commerce, Census Bureau, *Census 2000*

median age of 36.0 years) and substantially older than the nation (33.3 years). The more metropolitan areas like Dane and Milwaukee counties pull down Wisconsin's median age because they attract students and first-time job seekers. For a non-metropolitan county in Wisconsin, Columbia is relatively normal, but the state as a whole is aging faster than the nation. The county is somewhat light on people under 30 and somewhat heavy on people over 40, compared with state and national trends.

County Civilian Labor Force

Columbia County Labor Force Age Groups



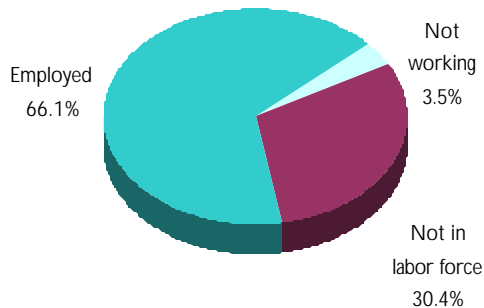
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Because many people do not seek or engage in employment after reaching the age of 65, the age distribution affects the prospects of employers seeking workers and workers scouting the competition. Taken together, the in-migration and housing unit trends on page 1 and the age demographics discussed above suggest that at least some of the people moving to Columbia County seek retirement opportunities more than career opportunities. With four fifths of population growth coming from net migration into the county, this could have serious ramifications for the long term supply of labor.

Nonetheless, the graph to the left, (coupled with the above-stated reasons for the dearth of 16- to 24-year-olds) seems to suggest a stable labor supply for Columbia County. If retirement ages dropped or fewer older residents worked, this could change.

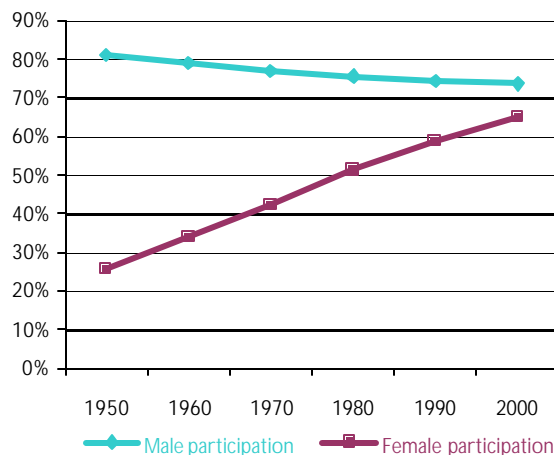


2001 Labor Force Participation



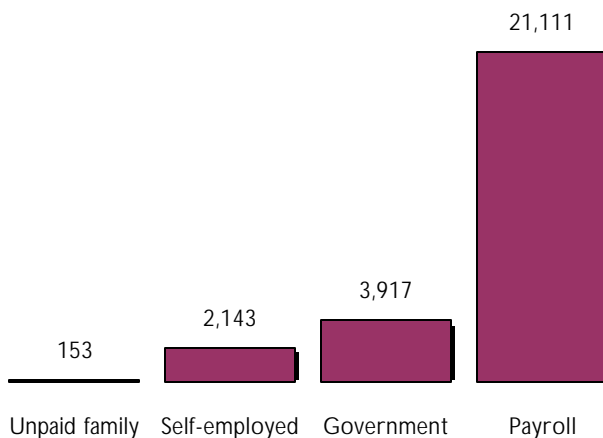
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force eligible population consists of civilians at least 16 years old who are not incarcerated or institutionalized. The graphs to the left and the discussion below do not address people who are not eligible. People who are "not in the labor force" are eligible to work but do not seek or engage in employment. These people are often students, at-home parents or retirees. The "not working" category includes people who are actively seeking employment and are not employed. "Employed" includes people who are working, even if they consider themselves underemployed (not working enough hours or over-qualified for the work they're doing).

In 2001, 69.6 percent of Columbia County's labor force eligible population worked or sought work. This figure, (called the participation rate), was between the statewide rate (72.8%) and the national rate (66.9%). This represents a decline from the late 1990s when the county's participation rates were between 70 percent and 75 percent.

Employers who consider tapping into the 30.4 percent of the eligible population that was "not in the labor force" may be discouraged by the fact that 12 percent of the eligible population is 55 to 64 years old and that another 18 percent is at least 65 years old. Of the 13 percent who are 16 to 24 years old, many will not seek full-time year-round employment until they finish high school or college. The march of the baby boom toward traditional retirement ages will drive up retirement rates and the importance of postsecondary education tends to grow. Together, these trends may further reduce participation rates and eventually tighten the labor market.

The middle chart on the left suggests that Columbia County's participation rate would have fallen slightly between 1990 and 2000 were it not for females' increasing participation. The graph begins in 1950, when male-dominated manufacturing jobs accounted for a much larger slice of the economy. By the 1990s, the manufacturing was nearly equaled by the service sector (see page 5, top table), where many occupations are less male-dominated. Also, male workers tend to have been in the workforce longer than their female counterparts, so their wage levels, savings rates and pension plans are more likely to permit retirement without part-time work.

Future female participation rates are uncertain. Historic norms for the male rate may suggest that women have approached a maximum; but longer life expectancies and smaller retirement resources may keep female participation rates rising for a while.

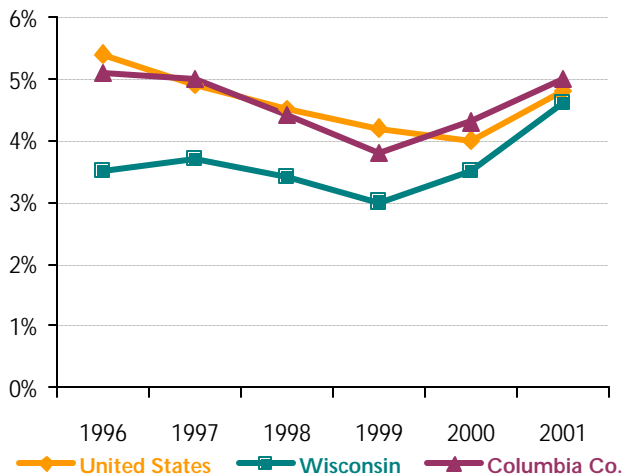


State of Wisconsin - Columbia County

In the 2000 Census, Columbia County residents reported doing much the same type of work in they had in the 1990 Census, with the overwhelming majority (77%) working for private employers and receiving payroll checks. (See page 3, bottom graph.) This was slightly higher than the 1990 figure (73%) and the increase reflected an almost equal fall in self-employment (from 11 percent in 1990 to 8 percent in 2000). According to Wisconsin's Department of Workforce Development, Columbia County's unemployment rate was 5.7 percent in 1990 and 4.3 percent in 2000. This trend encouraged the self-employed to seek payroll employment.

Columbia County's unemployment rates rose in 2000 and 2001 (see graph below), while remaining below highs seen in the early 1990s. Wisconsin's unemployment rates rose sooner and faster than the nation's because Wisconsin's durable goods manufacturing sector acts as a bellwether, slowing down before the rest of the economy and picking up before robust recovery becomes widespread. While Wisconsin's manufacturing tends to be more durable than non-durable, Columbia County leans the opposite direction, so the durable goods slowdown did not increase unemployment as steeply.

Unemployment Rate Comparison

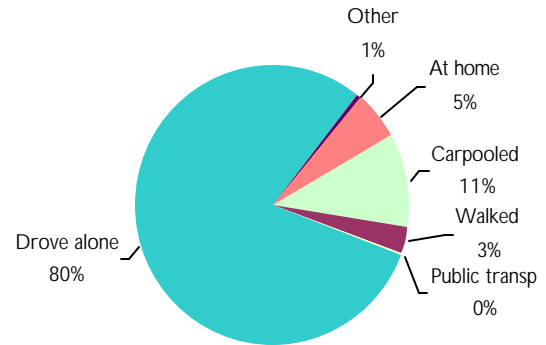


Columbia County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	27,400	27,500	27,400	26,200	26,800	27,700
Employed	26,000	26,100	26,200	25,300	25,600	26,300
Unemployed	1,400	1,360	1,210	990	1,140	1,400
Unemployment Rate	5.1%	5.0%	4.4%	3.8%	4.3%	5.0%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

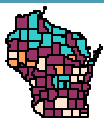
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

For all the challenges that accompany unemployment rate increases, Columbia County may be more concerned with different trends. From 1996 to 2001, its labor force grew less than 1.2 percent and the number of employed residents grew less than 1.3 percent. Job growth was nearly 12 percent (see page 5). Inbound commuting and multiple job holding may have helped employers fill vacancies, but such trends are not likely to permit job growth to continue at recent rates. Moreover, such trends would not necessarily foster the growth of the county's indigenous labor force. A jump in birth rates would take at least fifteen (perhaps over twenty) years to raise the labor force substantially and would take some parents out immediately.

Most Columbia County workers drive to work. According to the 2000 Census, 80 percent drove alone and 11 percent carpooled. (See graph above.) The 1990 Census reported a lower rate of driving alone (72%) and a higher rate of working at home (7%). This is consistent with the above-mentioned fall in unemployment rates and reduction in self-employment between the two Censuses. Few areas have achieved enough population density to generate widespread demand for public transportation, so less than 2 percent of Wisconsin workers use public transportation to get to work.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	19,161	19,609	20,074	20,412	20,873	21,405	2.5%	11.7%
Goods Producing	5,834	5,965	6,215	6,311	6,491	6,682	2.9%	14.5%
Construction & Mining	828	906	891	1,021	1,031	1,020	-1.1%	23.2%
Manufacturing	5,006	5,058	5,324	5,290	5,460	5,662	3.7%	13.1%
Durable	2,095	2,105	2,156	2,224	2,414	2,449	1.5%	16.9%
Nondurable	2,911	2,953	3,168	3,066	3,046	3,212	5.5%	10.4%
Service Producing	13,327	13,645	13,859	14,102	14,383	14,723	2.4%	10.5%
Transportation, Communications & Utilities	874	877	838	783	727	675	-7.0%	-22.7%
Total Trade	4,824	4,810	4,884	4,911	5,056	4,985	-1.4%	3.3%
Wholesale	863	854	807	791	781	763	-2.3%	-11.6%
Retail	3,961	3,955	4,078	4,121	4,274	4,222	-1.2%	6.6%
Finance, Insurance, and Real Estate	497	508	520	496	453	448	-1.1%	-9.8%
Services & Misc.	3,759	4,009	4,068	4,347	4,512	4,859	7.7%	29.3%
Total Government	3,374	3,441	3,549	3,564	3,635	3,755	3.3%	11.3%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

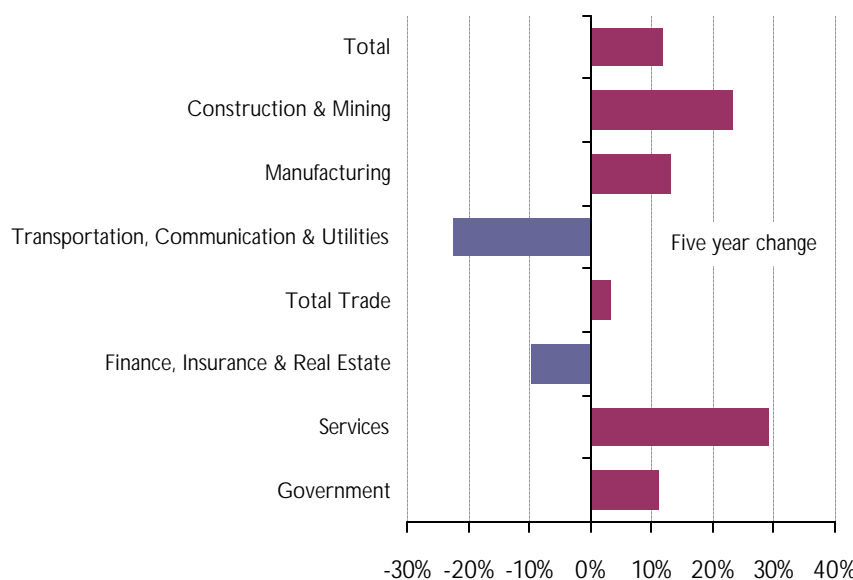
The nonfarm wage and salary employment figures above estimate the number of jobs in Columbia County that are paid through standard payroll systems. Categories reflect the nature of employers' businesses, not the employees' occupations. These estimates may show different trends than figures seen elsewhere in the profile because 1) the num-

ber of jobs per resident can increase if multiple job holding increases, 2) some Columbia County residents take jobs in other counties (more workers commute out than commute in), and 3) this data set has its own sample and methodology.

Overall, the increase in the number of Columbia County jobs remained relatively normal between 2000 and 2001, at 2.5 percent. Two industries, transportation communication and utilities and finance, insurance and real estate experienced noticeable contractions between 1996 and 2001. (See graph to left.) The loss of jobs in these industries is large compared to their former employment levels and small compared to the county's total job market. The same is true of the 1-year change in wholesale trade employment.

The 1-year gain in non-durable goods manufacturing jobs (5.5%) seems high until considering that it follows two years of job losses and still leaves the industry's 5-year growth rate (10.4%) below the overall job growth rate (11.7%). Fast as the services sector grew from 1996 to 2001 (29.3%), it still occupies a smaller slice of the county's economy than the state's or the nation's.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



State of Wisconsin - Columbia County

Top 10 Employers

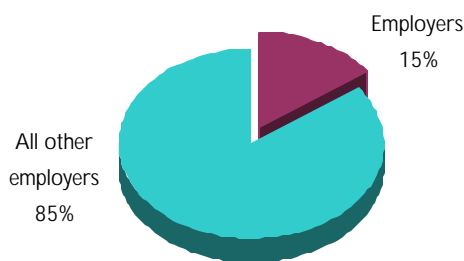
Company	Product or Service	Size
Divine Savior Hospital & Nursing	Health care	500-999
Associated Milk Producers Inc.	Dairy marketing cooperative	250-499
Penda Corp.	Manufacturer of pick-up truck bedliners & accessories	250-499
Ravovac Corp.	Battery manufacturer	250-499
Wilbert Inc. & Subsidiary	Plastics manufacturer	250-499
Cardinal Glass Industries Inc.	Glass manufacture (float glass)	250-499
Beverly Health & Rehabilitation	Skilled nursing care	100-249
Chiquita Processed Foods LLC	Canned fruits and vegetables	100-249
Columbus Community Hospital Inc.	Health care	100-249
American Packaging Corp.	Commercial printing	100-249

Top 10 Industry Groups

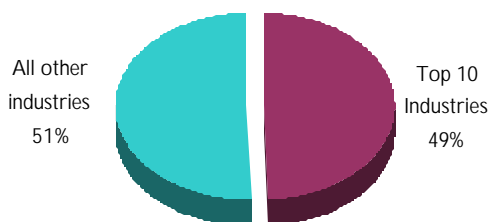
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	17	1,840	40	193
Health Services	54	1,647	106	190
Eating and Drinking Places	105	1,385	78	100
Rubber and Misc. Plastics Products	9	1,187	-82	188
Food and Kindred Products	13	994	126	205
Automotive Dealers & Service Stations	49	927	7	140
Executive, Legislative, and General	26	772	57	-27
Special Trade Contractors	119	705	-4	213
Industrial Machinery and Equipment	20	566	-5	-54
Social Services	25	561	-10	244

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES202 file tape, December 2001

Columbia County's ten largest private sector employers (listed at the top of the page) accounted for 15 percent of the jobs reported in the county. The ten largest industry groups (listed in the middle of the page) in the county account for 49 percent of jobs reported.

While some sectors (like plastics manufacturing and health services) tend to promote smaller numbers of employers with larger numbers of employ-

ees, other sectors, such as eating and drinking places and special trade contractors appear to favor smaller operations. Both the number of education services employers (17) and the average number of employees per employer (108) seem to suggest a greater number of smaller operations than would typically be the case in a county the size of Columbia.



State of Wisconsin - Columbia County

The bar chart below shows what proportion of Columbia County's total employment belongs to each industry and what share of the County's total wages comes from each industry. Because a high proportion of retail jobs offer part-time schedules, it is not surprising that retail employers account for 21 percent of the jobs in Columbia County and about 12 percent of the wages paid by employers in the county. Manufacturers (such as the makers of plastics and industrial machinery and equipment seen on page 5) remained important in the local la-

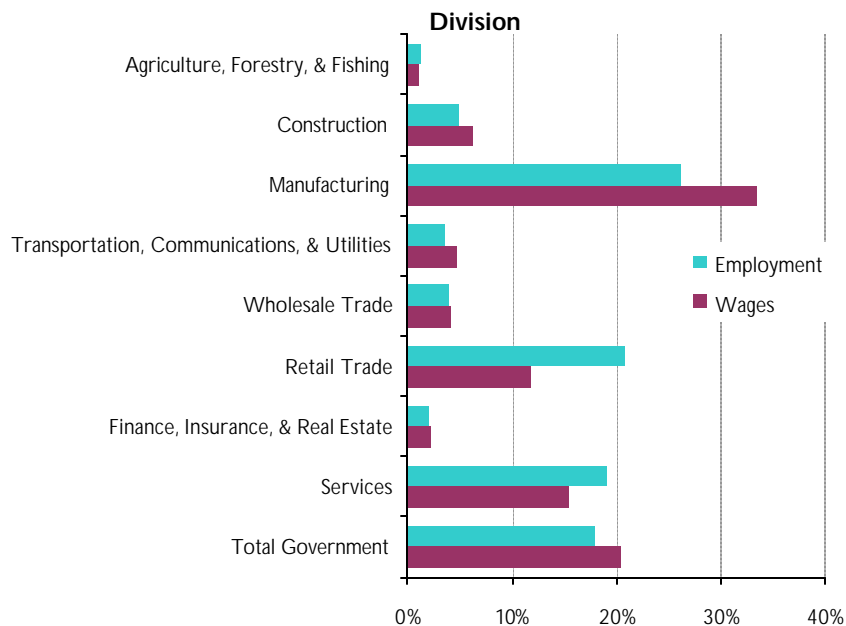
bor market, accounting for 26 percent of the county's jobs and 34 percent of its wages. This is fairly consistent with figures released since 1996. With 18 percent of jobs and 20 percent of wages, government seems even more stable since 1985, except for a dip in 1990.

The all-industries average wage for Columbia County, (\$24,962), was about 81 percent of the statewide all-industries average wage, (\$30,922). (See table below.) This differential would be more disconcerting were it not for the typical differential in wages and cost of housing between metropolitan and non-metropolitan areas. The metro areas pull up the statewide average considerably.

The average wage for finance Insurance and real estate jobs, (\$26,475), is well below the statewide average (\$40,933) in large part because Columbia County does not have any of the corporate headquarters or major processing centers that bring high-wage technical, professional and managerial jobs. The same might be true of the wholesale trade sector.

Columbia County's industry wages come closest to statewide average wages in agriculture, forestry and fishing (which employs about one percent of workers) and in retail (where wages are below the all-industries average).

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Columbia Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,962	\$ 30,922	80.7%	2.1%	17.6%
Agriculture, Forestry, & Fishing	\$ 22,164	\$ 22,565	98.2%	8.3%	11.6%
Construction	\$ 31,453	\$ 39,011	80.6%	6.6%	28.5%
Manufacturing	\$ 31,986	\$ 39,739	80.5%	-0.6%	13.6%
Transportation, Communications, & Utilities	\$ 34,168	\$ 36,639	93.3%	2.6%	12.0%
Wholesale Trade	\$ 26,898	\$ 40,521	66.4%	1.8%	17.8%
Retail Trade	\$ 14,112	\$ 14,596	96.7%	5.6%	23.7%
Finance, Insurance, & Real estate	\$ 26,475	\$ 40,933	64.7%	11.0%	26.4%
Services	\$ 20,065	\$ 28,775	69.7%	3.4%	26.1%
Total Government	\$ 28,438	\$ 33,785	84.2%	1.2%	17.6%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



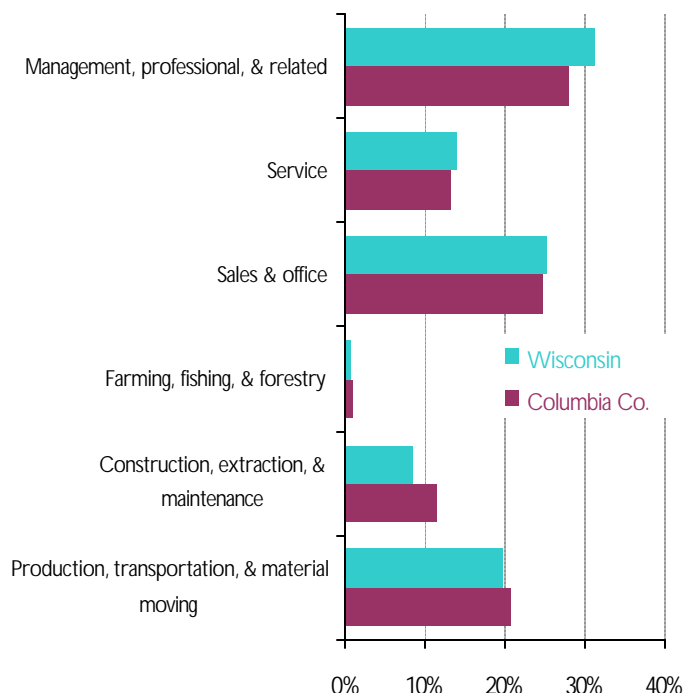
Occupation and Education Characteristics of County Population

While previous sections classified jobs based on the nature of Columbia County employers' businesses, this page classifies jobs by workers' occupations, regardless of the county they work in. In some ways, this information gives more detailed support for earlier observations.

Columbia County's workers are slightly less likely than their statewide counterparts to work in management and professional occupations, but this group forms the largest single group of occupations identified in the graph to the right. Over 29 percent of Columbia County's management and professional group was in health care or education occupations. In Wisconsin, 78 percent of the management and professional jobs require education or training beyond high school; this is fairly close to the national figure of 80 percent. Larger metropolitan areas and college towns tend to attract workers with credentials and employers who seek them.

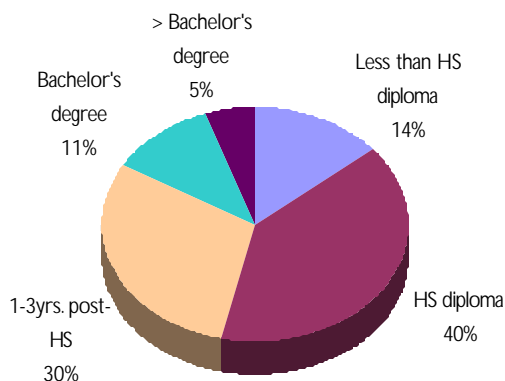
Sales and office jobs form the second-largest group of occupations in Columbia County, with about a quarter of the workers. Occupying 13.1 percent of the county's workers, production work is more prominent locally than on the national scale, where it employs up 8.5 percent of workers. This reflects the local importance of the manufacturing sector, where most production jobs are found. (See pages 5-7.) In transportation and material moving the gap between the county (7.7%) and the nation (6.1%) is smaller.

Employment by Occupation Group: 2000



US Department of Commerce, Census Bureau, *Census 2000*

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The pie chart on the bottom left divides Columbia County residents over 25 years old into groups based on what they reported as their highest level of educational attainment. Less than half reported education beyond high school and less than a fifth reported a Bachelor's degree or higher.

Between the 1990 Census and the 2000 Census, the proportion of Columbia County workers over 25 years old reporting "some college, no degree" increased from 16.5 percent to 21.7 percent. This does not necessarily suggest an increase in dropout rates. (The proportion of workers over 25 reporting an associates degree remained at 8 percent while those reporting a Bachelor's degree increased from 9.4 percent to 11.5 percent.) The increase in "some college, no degree" could reflect an increase in people taking classes to change careers or stay up to date in a current career without intending to earn a degree. Some employers emphasize skill sets more than degrees. Between the two Censuses, the proportion of workers reporting "less than 9th grade" fell from 9.6 percent to 4.7 percent, well below the national average of 7.5 percent.



County Income Information

The 2000 Census reported that Columbia County's median household income was \$45,064 in 1999, or roughly 103% of the statewide median income. This represents a substantial increase from the 1990 Census, which reported that the county's median household income was \$28,360, or 96 percent of the statewide figure in 1989.

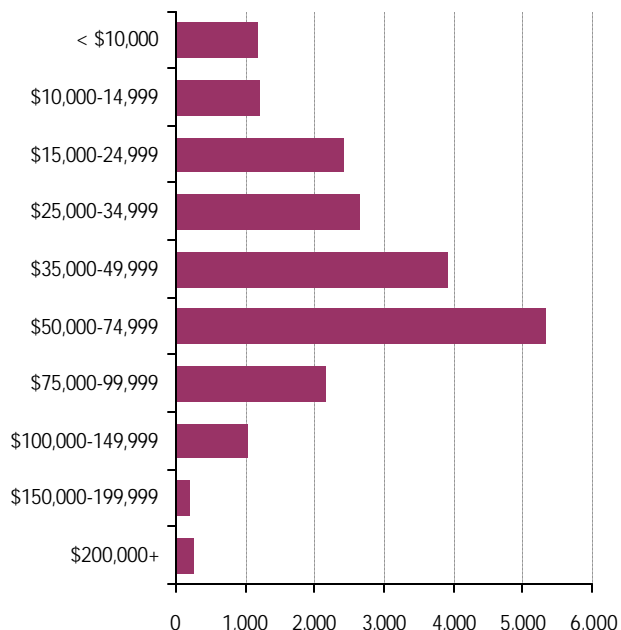
The graph to the right shows how many Columbia County households fell in each income bracket. When comparing the proportion of total household in each group, this tracks statewide and national distributions, although Columbia County's households are more concentrated in the brackets from \$35,000 to \$74,999 and less concentrated below \$10,000 and above \$100,000.

Household incomes are higher than wages discussed on page 7 because they include non-wage sources such as government benefits, pensions, investment returns and income from self-employment and proprietorships. The fact that the average Columbia County household contains 2.5 people boosts household income above averages wages or per capita personal income.

Columbia County's total income divided by its population yielded per capita personal income (PCPI) of \$24,888 in 1999. (See lower left graph.) This was nearly 89 percent of Wisconsin's PCPI and 107 percent of PCPI in nonmetropolitan counties.

The graph on the bottom right shows that each source of PCPI accounted for typical proportions of

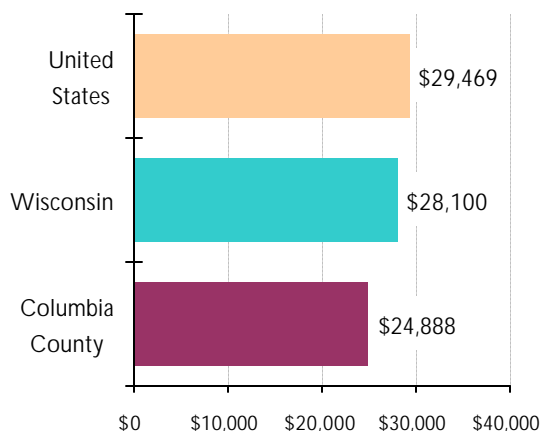
Households by Income Range
Median household income in Columbia Co. \$45,064



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

total PCPI. If the share of the population in retirement increases (which seems likely), then a greater share of PCPI will come from transfer payments (such as Social Security) as well as dividends, interest and rent (from pension and retirement funds), and a smaller share will come from net earnings associated with employment.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

